

TO :
FROM : MOZENA

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MAR. 30. 1995 12:38PM P 1
PHONE NO. : 310 208 2727

Mirta?

STEVE MOZENA, P.O. BOX 24125, LOS ANGELES, CA 90024

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FAX

Date 3, 30, 195
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TO:

Jackie Goldberg

213-485-3353

213-613-0819

FROM:

Steven Paul Mozena

Chair of HOLLYWOODLAND

REMARKS:

Jackie:

I'm looking for support for my project. Martin Sheen and Sylvester Stallone like the idea of "Hollywoodland". Let's see if we can work together and make this a reality.

*Jim*⁹⁰

800-444-8398

HOT PRESS RELEASE

PRESS CONFERENCE

DATE: March 20, 1995
TO: All Press
FROM: Steven Paul Mozena, Contact Telephone No.: (310) 208-2727
RE: Hollywood Urban Renewal Project Press Conference

Steven Paul Mozena, an actor and former morning radio personality will be meeting with television, radio and print journalists to announce a bold, new program for urban renewal in the Hollywood area. It's to convert Hollywood Blvd. between La Brea and Vine into a theme park to be known as "HOLLYWOODLAND".

His pre-conference statement follows:

"As a successful radio personality in Phoenix, Arizona, my greatest satisfaction was entertaining people and lifting their spirits. Beyond the borders of Los Angeles and the entertainment business, Hollywood is a world-wide symbol serving that very purpose. Those of us closer to home know how far from that lofty purpose the Hollywood district has fallen; therefore, I am proposing the following:

Soon, I will be making a presentation at the Hollywood Roosevelt Hotel. At that meeting, I will be showing a detailed drawing depicting a transformation of Hollywood Boulevard from La Brea Avenue to Vine Street to a theme park. This amusement park will feature a wide range of images and symbols that have made Hollywood the dream of millions around the world.

You will enter through a studio gate and subsequently under the rainbow from "The Wizard of Oz" and exit Vine Street through impressive, life-size Egyptian columns like those found in "Cleopatra." The street will be paved with "gold," as well as the sidewalks being changed into the yellow brick road with, of course, the Hollywood stars.

Joining the stars on the sidewalks of Hollywood Boulevard will be life-size figures of famous Hollywood legends and current celebrities. These statues will feature greats from all aspects of the entertainment world including film, television, radio, writers, directors and radio personalities.

There will also be museums which will delve deeply into many aspects of film-making, from the stars themselves to technical aspects of production. There are many details to be covered at the press conference, including how to pay for all of this, relocation, or more likely, re-definition, for area merchants and participation by the studios and entertainment business community. We look forward to seeing all of you at the Hollywood Roosevelt Hotel."

HOLLYWOODLAND: A THEME PARK ON HOLLYWOOD BOULEVARD

"...LADIES & GENTLEMEN, I'D LIKE TO THANK YOU FOR ATTENDING TODAY AND I HOPE BY THE END OF THIS BRIEF PRESENTATION, YOU WILL ALL SHARE MY EXCITEMENT AND ENTHUSIASM FOR A MAJOR RENEWAL PROJECT IN THE HOLLYWOOD DISTRICT... A RE-BIRTH OF HOLLYWOOD AND A RESTORATION TO ITS FORMER GLORY.

FIRST, A BRIEF BIOSKETCH ABOUT ME, MY NAME IS STEVE MOZENA, AND I OWN A SMALL ACADEMIC PUBLISHING FIRM AND BOOKSTORE IN LOS ANGELES. IN MY "FORMER LIFE," I WAS A SUCCESSFUL MORNING RADIO PERSONALITY IN PHOENIX, ARIZONA.

WHEN I CAME TO HOLLYWOOD 5 YEARS AGO, I FELT A TREMENDOUS SENSE OF LET-DOWN AT WHAT I SAW. RIGHT THEN, I FORMED A COMMITMENT INSIDE TO HELP RESTORE THE IMAGE OF HOLLYWOOD, IF IT WAS IN MY POWER TO DO SO. LOTS OF PEOPLE HAVE SUCH PASSING FANCIES, BUT MINE STAYED WITH ME AND, IN FACT, IT BRINGS US TOGETHER TODAY.

THIS HOTEL, THE SITE OF THE FIRST ACADEMY AWARDS BACK IN 1928 HAS BEEN HOLLYWOOD THROUGH ITS BEST DAYS AND ITS WORST... HOW APPROPRIATE THEN, JUST DAYS BEFORE THE ACADEMY AWARDS FOR 1994 TO ANNOUNCE A BOLD, NEW VISION FOR THE ENTIRE DISTRICT--

HOLLYWOODLAND . . . A FULL-SCALE THEME PARK BEGINNING AT LA BREA AVENUE AND SWEEPING DOWN HOLLYWOOD BOULEVARD EXITING AT VINE STREET. (REFER TO DRAWING)

I'D ASK YOU TO SUSPEND YOUR BELIEFS FOR A TIME AND PICTURE THIS FABULOUS NEW ENTERTAINMENT WORLD. WE WILL HAVE SOME WONDERFUL ATTRACTIONS LIKE A MUSEUM FOR FAMOUS DIRECTORS, A RESTORED SCHWAB'S DRUGSTORE AND THE RESTORED BATES MOTEL. CONTINUE TO USE THE THEATER OF YOUR MIND.

WE WILL HAVE THE GLOBE THEATRE, A MUSEUM FOR LEGENDS OF YESTERYEAR AND A MUSEUM FOR ACTORS & ACTRESSES. THERE WILL BE A PETTING ZOO, DEDICATED TO FAMOUS PETS FROM YOUR FAVORITE FILMS AND A MUSEUM OF ROMANCE FOR FAMOUS COUPLES WHO'VE CAPTURED OUR HEARTS.

ON THE STREET, THERE WILL BE JUGGLERS, MUSICIANS AND LIFE-SIZE STATUES OF OUR FAVORITE STARS. OF COURSE, THERE WILL BE PLENTY OF SHOPS AND RESTAURANTS. A HUGE UNDERTAKING, YOU SAY? ABSOLUTELY.

HOLLYWOODLAND WILL BECOME ONE OF THIS CITY'S GREATEST TOURIST ATTRACTIONS. AS OUR TWO LEADING EXPORTS ARE ENTERTAINMENT AND TOURISM, HOLLYWOODLAND THEME PARK BLENDS THEM BOTH TOGETHER IN A DYNAMIC NEW WAY.

I'M SURE ITS OBVIOUS TO ALL OF YOU THAT THIS PROJECT OFFERS A WHOLE HOST OF BENEFITS: TO THE STUDIOS, THE VENDORS AND SHOP KEEPERS WHO OPERATE ON THE PREMISES, TO THE FILM MAKERS, THE PEOPLE OF HOLLYWOOD AND THE CITY ITSELF. I BELIEVE THERE WILL BE WORLDWIDE BENEFIT FOR PEOPLE VISITING THE PARK, AS THEY DO DISNEYLAND, UNIVERSAL AND OTHER FAMOUS ATTRACTIONS.

ALL OF THESE BENEFITS CAN ONLY BE REALIZED WITH YOUR HELP. THIS PROJECT WILL BE BROUGHT TO LIFE THROUGH THE COOPERATION OF CIVIC LEADERS, MOVIE EXECUTIVES, BUSINESS PEOPLE AND A "CAST OF THOUSANDS." IT WILL DRAMATICALLY BOOST TOURISM IN THE AREA, PROVIDE MANY JOBS FOR PEOPLE IN ITS CREATION AND ITS OPERATION, AS WELL AS RAISING THE PROPERTY VALUES FOR THE ENTIRE AREA.

IN CONCLUSION, I HOPE YOU WILL START TALKING ABOUT THIS IDEA AND JOIN WITH ME IN SUPPORTING IT IN EVERY WAY POSSIBLE SO THAT TOGETHER WE CAN RESTORE HOLLYWOOD TO THE GRANDEUR ITS WORLDWIDE REPUTATION AND HISTORIC IMPACT IT IS ENTITLED TO.

HOLLYWOODLAND . . . THE REAL HOLLYWOOD!

**STEVE MOZENA, CHAIR
HOLLYWOODLAND
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(310) 208-2727**